



**INSIDER**  
— LONDON —

# Insider London Company Visits

Discover the secret to  
London's success and  
explore the capital's most innovative  
companies.

In-depth business insight for student  
and corporate groups

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# Introduction

London is a global hub of art, politics, commerce and finance but perhaps, above all, innovation. This is why Insider London seeks to delve beneath the surface of the capital's success with in-depth visits to the city's most innovative businesses.

We meet the talented individuals behind the brands to discover the story of unique companies – past, present and future. With engaging presentation tailored to the specific academic and professional interests and requirements of the group, this is a great opportunity for both academic and corporate groups.

Inspire your groups with real-life success stories and hands-on experience with innovative technology.

Freshen up your boardroom meeting with a research trip to an innovative hub and take your business to a new level with some great new ideas and insight.

We specialise in innovation from a wide variety of sources. From AI to blockchain, finance to fintech, hospitality to architecture, we meet the star players across a wealth of sectors.

We have extensive partnerships with some of the world's leading global corporates as well as London's rising stars who keep the established brands on their toes.

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**Connecting the worlds of business, education and innovation**  
**Company visits for academic and corporate groups**



# Seedrs

Seedrs is the leading equity crowdfunding platform and the most active funder of private companies in the UK. From fintech to food and beverages, they support companies from a wide range of industries to seek investment. Well-known brands such as Cheeky Panda and Tossed have succeeded through Seedrs and over £1 billion has been invested to date.

The platform aims to make investment easy for anyone from angels and VCs to the general public, all managed online.





Sync. recently won the prestigious Alibaba Group Global Competition at Hong Kong FinTech Week. Sync. represents the future of open banking allowing users to aggregate all financial accounts in one place, swap between different currencies and transfer funds to other users.

Sync. has partnered with the world's major banks including Barclays, HSBC, Lloyds, Santander, Citigroup and more. Sync. has also been actively exploring different market potential during the pandemic.



# Metro Bank

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Born after the 2008 economic crash, Metro Bank is the first new high street bank to be founded in the UK in over 150 years. The retail bank has since flourished, providing fantastic services to both personal and business customers. Metro Bank boasts over £21M in assets and is listed on the LSE.

Celebrated for its community-oriented approach, its innovative business model is piquing the interest of business analysts around the world.





Paysme is accelerating the roll out of digital financial services to support small business customers on their journey to recovery. It includes taxi drivers, market traders, high streets, sports clubs and other small businesses who are the backbone of the UK's economy, it also represents £2 trillion to the UK's economy.

Paysme is to power Europe's first Super App for underserved SMES. Embedded finance tools include mobile payments, e-commerce, digital banking, accounting, lending and insurance.



# Barclays Rise & Eagle Labs

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Come and explore the most innovative sides to this British multi-national.

Boldly moving forward, Barclays presents Rise – a global inter-connected fintech hub which brings together the most engaged pioneers to collaborate and create the future of financial services.

Eagle Labs is an exciting series of sector-specific hubs which drive innovation and transformation. Connecting corporates, universities and start-ups, Eagle Labs celebrates the disruptors who are revolutionising traditional business sectors.





# Aberrant Architecture

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Kevin Haley & David Chambers are the inspirational Co-Founders of one of the most exciting young architecture practises in the UK – Aberrant Architecture, since 2010, they have turned many left-behind spaces into icons of community spirit.

They transform run-down locations into vibrant community hubs, creating retail and business opportunities for local entrepreneurs; from a shopping centre in Eastbourne, England, to a former industrial space in Madrid, Spain



# Tribal Worldwide

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This world-class agency combines technology and marketing strategy to provide their clients with unique and meaningful online and off-line experiences. Working to re-define the customer experience, Tribal Worldwide are part of a proud global network, the Omnicom group, specialising in the development of advanced technical solutions.

Boasting clients such as BA, McDonalds, Adidas and Volkswagen, Tribal Worldwide provides the highest performing marketing for the twenty-first century. Specifically adapted and restructured to better serve brands in the experience economy, this agency has its finger on the pulse of modern living.



# Verb

Verb is a distinguished digital marketing agency in the luxury sector with a turnover of more than £4.5million. The agency specialises in food, fashion and lifestyle brands working with companies such as Sunseeker and Jimmy Choo.

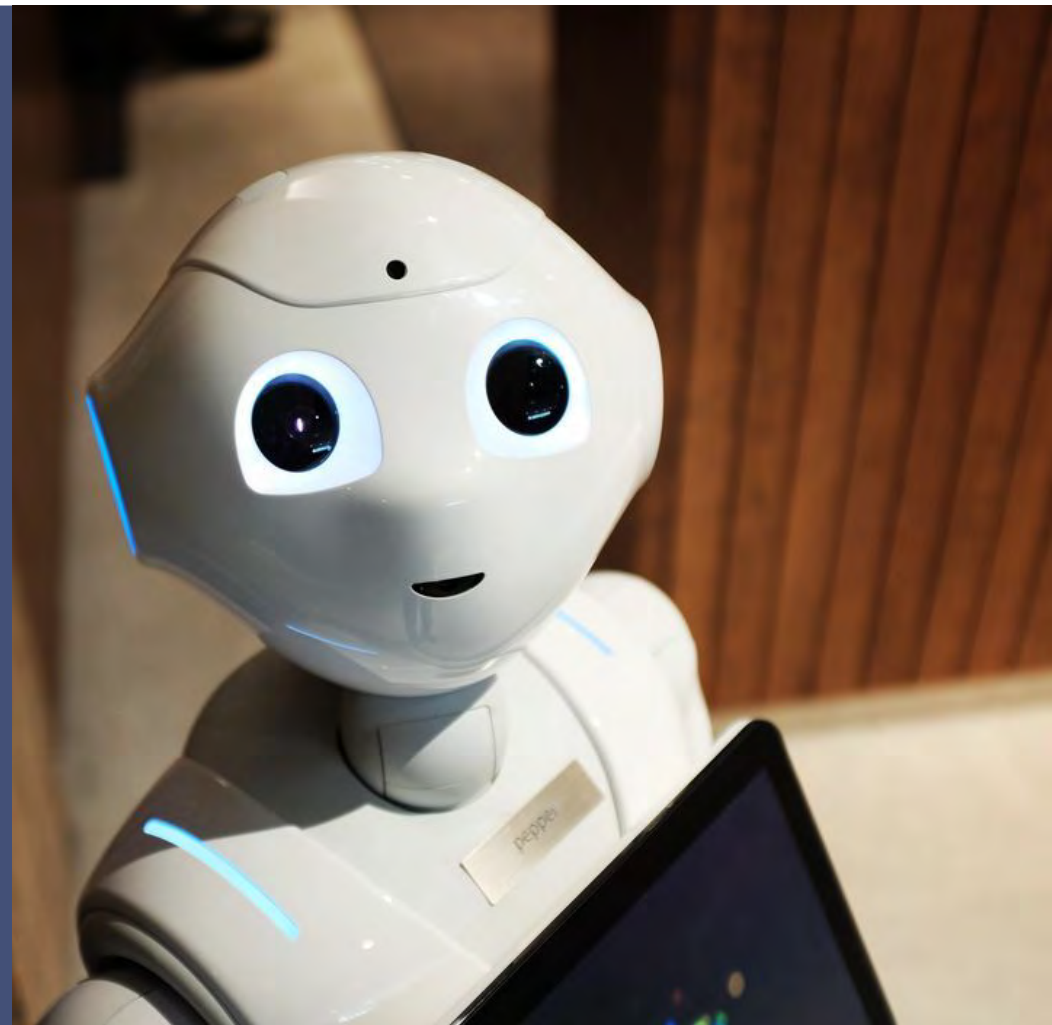
Now employing over 60 staff with offices in LA, New York and South Africa, the visit is led by the founder and CEO of the company who started the company when he was just a university student. During the pandemic, Verb has been actively pivoting to embrace new markets and in different sectors.





With the highest level of cyber security as well as impressive flexibility, CKX builds bespoke artificial intelligence, internet of things and software solutions. CKX offers creative and hi-tech solutions to a wide variety of clients including Shell, Barclays BT and the US State Department.

This AI company has experience working across a range of different sectors including aerospace, retail, legal, finance and government. Come and meet this fast-growing company whose founder has been invited to speak at the White House.



# City of London Corp.

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At the centre of global finance and the UK economy, the City of London Corporation is at once, government and one of the world's most influential companies. To explore partnerships and investment opportunities in the UK then look no further than a visit to the City of London Trade Director.

We provide the opportunity for first-hand insight on a wide variety of subjects. Come and discover the many pathways to working with and within the City of London.



The UK generates 11 billion pieces of packaging waste from lunch-on-the-go each year. Shocked by the chaos and waste of the lunch hour in a 6000 person company where she worked, Caroline teamed up with Mary at the London Business School to create a reusable packaging system that makes reuse as easy as single-use.

Junee has invented a system of reusable food containers employees can grab at local caterers and drop off back at the office by scanning QR code.

It has Wework, Huckletree, Mayor of London and London Business School as its partner since its launch in 2021.





Bringing together the worlds of big data, AI, finance and retail – come and meet the CEO of Loke. Loke builds branded mobile payment solutions designed to increase customer spend per transaction, increase the frequency of transactions and reduce labour costs.

Capitalising on the innovative use of data – the most important currency of the modern age – Loke offers a sophisticated rewards system and has partnered with the National Australia Bank, the Development Bank of Singapore and Nando's.



# Urban Edge Capital

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Meet the B-Corp with a fresh new look at investment and trading that has recently partnered with Goldman Sachs. Headed by the former fintech policy advisor for the European Parliament, Urban Edge Capital uses data, metrics and machine-learning technology.

This innovative use of ground-breaking tech is coupled with a unique angle: diversity equity-based opportunities allowing UEC to operate a long/short fund, generate consistent alpha and capture maximum investment. We offer your group the opportunity to meet the CEO and founder!



# Entocycle

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Developing the most fast, efficient and sustainable methods to feed the world, Entocycle is a biotechnology company with its finger on the pulse. This insect farming company promises to reduce deforestation through reducing the world's reliance on soybean and instead utilises food waste to create an alternative protein source.

Explore the food of the future with Entocycle, as featured in Forbes, New Scientist and Channel 4 News.





# Fintech for the Future Workshop

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UK start-ups are creating the freshest solutions to the toughest challenges in multi-billion and trillion dollar markets, and this is your opportunity to come and meet them. Insider London provides a careful selection of the hottest talent and innovation in the UK fintech sector.

With fintech application potential in a wealth of sectors, these are companies at the forefront of practical application of advanced technology.

Previous participants have included pioneers of AI data security and post-blockchain technology. This workshop is created bespoke and is only available for corporate groups.



# Asset Management & Trading Workshop

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Led by a former policy advisor in the European Parliament with extensive experience working for the world's largest financial services companies - jump into the world of trading and asset management.

This session provides fantastic insight into the real-life workings of the financial sector and the stock exchange.

From building a portfolio to anticipating market trends – this session is tailored to the needs of the group.





# Business Model Canvas Workshop

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Let loose your inner entrepreneur!

Join Insider London for this perfect introduction to practical business skills. In this in-depth session, find out what it's like to run your own business. We provide a fun and interactive session with an easy-to-follow business model canvas.

Costings...markets.. potential partnerships? No idea?No problem! Come and create your own personalised business strategy at a vibrant and colourful co-working space. Experience the daily life of a London entrepreneur.





# Defining Leadership Workshop

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It's always a good time to develop your leadership skills and unlock your team's potential! Insider London has partnered with a highly-qualified facilitator and performance coach with an extensive background in Psychometrics and Human Synergistics.

Do you want to hone your negotiating and influencing skills? Do you want to motivate your team? Discover the crucial characteristics of a power leader here. With a special focus on different types of leader and the practical application of inter-personal skills, each workshop will reflect your business needs.

Be the driving force – success starts at the top!



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